

THE KINDNESS CAMPAIGN

Belonging Together/Programs

FOCUS	☒ Internal ☒ External
VOLUNTEER BASE	☐ General corps membership ☐ External volunteers ☒ Youth ☐ Music sections ☐ Women's ministries ☐ Seniors' ministries ☐ Social mission
TARGET POPULATION	☐ Seniors ☒ Youth ☐ People with disabilities ☐ Caregivers ☐ New Canadians ☐ Social mission ☐ Parents of babies and toddlers

Program description:

The Kindness Campaign equips young people to develop lifelong habits of kindness toward themselves, others and the earth.

Each month, participants practice a kindness habit, select kindness challenges and complete reflection activities such as thinking questions, colouring pages and other interactive exercises.

Participants may complete the program independently or within a group setting, where monthly meetings provide opportunities for encouragement, discussion, and collective action.

What are the intended program outcomes?

Goals include:

- Help children and youth develop kindness habits by practicing a new habit each month.
- Foster an understanding that while being kind is not always easy, it can be simple, meaningful and fun.
- Build connections among young people through shared kindness initiatives.
- Encourage personal growth in areas of empathy, self-care, social responsibility and environmental stewardship.
- Promote a positive, supportive environment for children and youth within corps and community programs.

How will these outcomes be evaluated?

- Each participant will maintain their own kindness journal, recording monthly kindness habits, completed challenges and personal reflections.
- If meeting as a group, monthly discussions will allow participants to share experiences, successes and insights gained.
- Leaders can observe engagement and participation over time.



- Optional end-of-campaign reflection activities or celebrations can offer additional evaluation opportunities.

What procedures are required to set up this program?

- Recruit a kindness challenge co-ordinator (if a group approach is being used).
- Co-ordinator completes The Salvation Army ministry worker screening process.
- Promote the program within the corps, youth programs, family services and the broader community.
- Purchase or print kindness journals appropriate for participant ages.
- Organize monthly meetings (if desired) to reflect on challenges and encourage one another.
- Decide whether group challenges (e.g., community service projects) will be incorporated.

What procedure is required to operate this program?

- Launch event (optional): Introduce the Kindness Campaign and distribute journals
- Monthly practice:
 - Choose and practice the designated kindness habit.
 - Select kindness challenges in categories: self, others, earth.
 - Complete journal thinking questions and optional creative activities.
 - Optional monthly group meetings to share experiences and encourage one another; celebrate successes and select next month's challenges; plan group kindness activities if desired (e.g., park clean-up, writing cards to seniors).

Participants can also work independently, completing journals at their own pace, with optional check-ins if a leader wishes to support them.

Are there financial costs attached to providing this program?

- Agents of Kindness stickers (ages 6–10): Available for purchase through the Canada Bermuda Youth website.
- Agents of Kindness journals (ages 6–10): Download and print locally or order completed copies.
- Agents of Kindness journals (ages 11–13): \$9.99 per copy plus shipping.
- Kindness Campaign journals (ages 14–17): \$9.99 per copy plus shipping.

Optional costs:

- Supplies for group challenges (e.g., garbage bags for a clean-up project).
- Refreshments for group meetings or celebration events.

What physical resources will I require?

- Journals for each participant (printed or purchased).
- Writing utensils and colouring materials.
- Meeting space if running group sessions.
- Supplies for optional group kindness challenges (e.g., gloves, trash bags, thank-you cards).

Would any additional training be necessary for volunteers with this program?

- **Ministry worker screening process:** Required for any adult leaders or coordinators working directly with children and youth
- **Abuse prevention training:** All leaders must be familiar with Salvation Army safeguarding policies.
- **Visitation training (optional):** If group projects involve visitation to vulnerable populations (e.g., seniors' homes)
- **Food handling certification (optional):**
If hosting events that involve meal preparation or food distribution

For more information:

Visit the official Kindness Campaign resource page: [The Kindness Campaign – Canada Bermuda Youth](#)